



### Fee Schedule for Optical Practice Site

All services and fees are subject to change. A 60-day notice will be given for any changes to existing recurring fees. The Server Setup & Monthly Rental and Hosting fees are due together prior to the site being setup. There are **no refunds** on any of these services. Please contact [dan@danbailey.com](mailto:dan@danbailey.com) if there are any questions.

<b>Server Setup</b> (required – one time)	\$300
<b>Monthly Site Rental &amp; Hosting</b> (required - recurring)	\$40
<b>Monthly Site Rental, Hosting, &amp; Support</b> (optional – recurring)	\$110
<b>Site Training</b> (optional – one time)	\$90
<b>Delivered Content Setup</b> (optional – one time)	\$600
<b>Delivered Content Editing</b> (optional – one time)	\$200
<b>Content Creation</b> (optional – one time)	\$1800
<b>Hourly Rate</b> (as needed)	\$90
<b>Required Updates</b> (required when called for)	Varies
<b>Customization</b>	Varies

#### Server Setup

Practice Site code is set up on our server to work with the domain name you supply. Your domain record will need changes to settings which we will walk you through, via a screen share session. Includes set up of the SSL certificate for the site. We will also set up Google Analytics site statistics and submit the site to Google Search Console & Bing Webmaster Tools. Once set up, you will be given Admin access and you can begin adding content to the site.

#### Monthly Site Rental & Hosting

As the name implies, this monthly fee covers the hosting server fees, SSL certificate, backups, and continuing “rental” fees for use of the site. Credit Card Only. This does not include any support or maintenance, which are available at an extra fee. The service may be canceled at any time, but there are no refunds for unused portions of the service, so we advise you to notify us at least 10 days prior to the end of the month. The fee is charged on or about the 1<sup>st</sup> of each month, covering service for the coming month.

NOTE on Non-Payment - If this fee is not paid by the 5<sup>th</sup> of each month, the site will be suspended and will not be accessible. If your credit card does not go through, we will notify you by email so that you have at least two days to provide an alternate card. If this is not brought current by the following month, the site is subject to deletion from our servers or a \$250 restoration fee.

NOTE: though we have a robust backup regimen, we are not responsible for the loss of any of your content if we suffer a catastrophic loss. Please keep copies of anything created for the site.

**Monthly Site Rental, Hosting, & Support**

This includes those services provided in Monthly Site Rental & Hosting plus up to one hour of phone support or site admin update functions per month, non-cumulative. Time is tracked in 15-minute increments. This is suited for practices that have regular changes to products, services, personnel, and videos but don't want to be bothered with maintaining the site. Credit Card Only.

NOTE: same Non-Payment conditions apply as with Monthly Site Rental & Hosting.

**Site Training**

Highly recommended, this is a one-hour phone & screen share training session meant to familiarize you with the site admin controls. The admin controls are easy to use, but this session will speed up the learning process. More than one person can attend. In case of personnel changes or the need for a refresher, additional training sessions are available at the then current rate.

**Delivered Content Setup**

Based on the Website Content Needs List you will be provided, we will add text, pictures, and PDF files you supply. Upon review, you can request two rounds of edits/tweaks. Changes after that will be charged at the hourly rate.

**Delivered Content Editing**

We will do a review of your supplied content and edit for spelling/grammar as well as make suggestions for additional or enhanced content.

**Content Creation**

Based on phone interviews and materials you supply, we will create text content for the site pages, up to 300 words per page. This does not include creation of any Legal Notices or HIPAA forms used on the site.

**Hourly Rate**

This is our current hourly rate, subject to change, which is charged with a one hour minimum and in 15-minute increments thereafter. This applies to miscellaneous work needed on the site and/or updates, recoveries, image work, etc. performed at your request.

**Required Updates**

From time to time the site code will need updates to accommodate new versions of the underlying coding structure or other changes, usually to provide improvements in site security, compatibility with web browsers, or for enhancement of features. We will notify you when these types of maintenance are needed and give you a fixed price prior to doing the work. When needed, they are typically, but not necessarily, in the range of \$200 - \$250.

**Customizations**

Customizations can be done though they will seem expensive compared to the cost of the base site since it is a "package." For instance, adding a regular page without any special features is \$250. Fully custom-built sites are available.